



## Bellevue's 24-Hour Relay Challenge

Eleven years ago community leaders came together with concerns about the welfare of youth in Bellevue.

- Teens had little or no positive adult role models and often felt disconnected from the community.
- A recent research survey of Bellevue youth reported only 34% of students felt a community connection and less than 40% felt that adults cared about teens.

Bellevue's 24-Hour Relay Challenge was created to make a positive change between teens and their community.

### Why be a Relay Sponsor?

- As a sponsor of the Relay, your business/organization says to the Bellevue community and to teens that you care about Bellevue youth and their future!
- An opportunity is created for your city-wide participation that places you as part of the healthy solution for youth concerns.

### Benefits of being a Relay Sponsor...

- Recognition by the community as a business/organization that cares about youth!
- Acknowledgement in Relay publications, advertisements and announcements – reaching over 50,000 Bellevue residents.
- Opportunities for youth to know your business/organization contributes to their development and well-being.
- Acknowledgement from the Bellevue City Council as a "Community Partner and Supporter of Youth Issues and Concerns."
- Direct exposure to over 5,000 participants, volunteers and visitors.

### How can you help?

It takes over \$50,000 to support Bellevue's 24-Hour Relay Challenge. City, school and community sponsors make this event happen for our youth.

### Support the Relay by...

- Financial contributions that offset some of the costs involved.
- In-kind donations, including prizes and food items.
- Support services, such as providing and hosting a meal during the event, and volunteer hours.
- Sponsoring a particular aspect of the event – entertainment stage, food tent or a special activity.

Call 425.452.2846 for more information or visit [YouthLink.com](http://YouthLink.com) and select Bellevue's 24-Hour Relay Challenge.



Over 1,500 youth & adults stayed for the entire 24 hours.



Take the Mini Mountain climbing wall challenge.



Teens build friendships with their team.



Mayor Degginger welcomes teams to the Relay.



Massive Monkees were part of the 24 hours of entertainment.



Check out the Relay's oversized toys.





**What:** Bellevue's 24-Hour Relay Challenge is an annual community celebration that builds and strengthens partnerships and creates both the momentum and capacity for youth and adults to improve their communities.

**Who:** Everyone in the Bellevue community is welcome to participate—residents, businesses, and other organizations.

**When:** June 27 and 28, 2009, 10:00 a.m. Saturday through 10:00 a.m. Sunday.

**Where:** Bellevue Downtown Park

**Why:** To build and strengthen community connections, promote civic responsibility by engaging youth and adults in ongoing leadership and service opportunities, and empower the members of the Bellevue community to address and solve community problems in a friendly and collaborative way.

**How does the event work?** Youth and adults from varied backgrounds form teams of 10 people – last year there were 100 teams! For a full 24 hours, one member from each team takes a turn walking, jogging, or otherwise moving around the track for one mile, then passing the baton to the next teammate. A "Relay Within a Relay" is held Saturday afternoon from noon to 3:00 p.m., when elementary school children, seniors and corporations take to the track. Five committees combining youth and adults start nine months ahead to organize the event. Through the help of sponsors, our volunteers provide food, games, entertainment, and health and security services for the safety and enjoyment of everyone involved. For one complete day, strangers-turned-friends live, work, and play together in a fun, safe, drug-free and alcohol-free environment.

**Does it cost to participate?** Each team of 10 is responsible for collecting a minimum of \$450 (\$45 per person) as a registration fee. Teams may register early for a discounted rate. The "Relay Within a Relay" is \$100 (\$10 per person). This can be done as a team with fundraisers such as car washes, or individually by collecting donations from family, friends, neighbors, etc. One of the Relay committees helps teams with ideas. Scholarships are also available. If you would like to be part of the planning team or volunteer in other capacities, you are welcome to join us with no cost involved.

**Where does the money go?** The money is placed into a grant pool for community-building projects. The grants are available to anyone in the Bellevue community who meets certain criteria. The amount awarded is based upon a point system. Some of the criteria are as follows:

- Grantees are groups of youth and adults involved in a service activity together within the City of Bellevue.
- The outcome of the project or activity must be able to be measured (quantitative or qualitative measurements acceptable).
- The project or activity implements the Developmental Assets model.
- Grantees must participate in next year's 24-Hour Relay Challenge at some level.

**How do I get involved?** Simply call one of the contacts below. Indicate how you would like to participate—as a team participant, as part of a committee, as a volunteer at the event, or as a sponsor--and you will be directed to the correct committee contact person. The contacts below can also help you with grant applications.

Ken Wong  
Relay Director  
(425) 556-2320

Bellevue's 24-Hour Relay Challenge  
Hotline:  
(425) 452-4454

Helena Stephens  
City of Bellevue Teen Services  
(425) 452-2846

Bellevue's 24-Hour Relay Challenge  
City of Bellevue Teen Services, P.O. Box 90012, Bellevue, WA 98009-9012  
Visit [www.YouthLink.com](http://www.YouthLink.com) for more Relay information.